



Re-Positioned To Play Nice With The Neighbors

Roedel Companies purchased in 2011 and renovated a 115 room Fairfield Inn by Marriott at 4 Amherst Road, Merrimack, NH at exit 11 off of Everett Turnpike/Route 3 with high visibility from the highway. Less than 10 miles west of I-93 the primary north-south route in New England and immediately north of route 101 the primary east-west thoroughfare in southern New Hampshire. Proximate to the property Simon Properties recently developed, the Merrimack Outlet Center and the access road to Manchester/Boston Regional Airport which was opened at the end of 2011.

The strategic change from Fairfield Inn by Marriott to Holiday Inn express and Suites created a measureable increase in Average Daily Rate (ADR) and Occupancy allowing significant growth in revenue per available room (RevPar). The Fairfield Inn competed with Courtyard by Marriott Nashua and Residence Inn Merrimack for Marriott customers making it difficult to increase rate or drive occupancy particularly in a down market. As Marriott's limited service option the Fairfield was forced to position it's rates less than the Courtyard or Residence Inn. By operating as the only Holiday Inn Express in Merrimack or Nashua the hotel did not face the same challenges.

This along with RGH Hospitality ability to provide cost control through developing streamlined best practices to support reducing expense and implementing a zero based budgeting process to reach profitability goals. Utilizing the Team process with teams including First class Condition, guest Service and Revenue Production the property has achieved excellent results.

Increased Revenue
134%



Grew ADR
52%



Increased RevPAR
168%

The renovation and repositioning started and executed by RGH greatly improved the financial performance of the hotel, as well as guest satisfaction. Comparisons from Trailing 12 September 2010 to Trailing 12 September 2016.

- 115 guest rooms renovated to 100 guests rooms and suites
- Increased Revenue by +134%.
- Grew the ADR +52% while consistently outperforming the competitive set.
- Increased the RevPAR +168.4% equating to an additional \$40.05.
- Increased the RevPar Index by 96.1% to 115.1 leading the competitive set consistently.
- Improved the brand guest satisfaction key metric measurements to the top 15% of the brand.
- Brand Quality Assurance Inspections have scored over 95% since the renovation, repositioning and reopening of the hotel under the Holiday Inn Express and Suites Brand.
- Raised the Trip Advisor ranking to #1 in the market.
- Voted Renovation of the Year for the year it reopened by the IHG Brand.

